Practicum in Global Business Environments

Understanding the WCSU-SIAS Partnership
Highlights from China Trip, Summer 2006

Summer 2006:
Faculty Working Together to

• Establish a Joint Research Center between WCSU and SIAS International University

• Design Co-Curriculum for Fall 2006 Student-Industry Collaboration, Modular Two with Yutong

• Open Up Opportunities for Cross-Discipline Student-Industry Collaborations, Mini Case Studies, etc., for Finance, Accounting, Management, MIS, Marketing, and JLA.

Left to Right: President Schmotter (WCSU) and CEO and Founder Shawn Chen (SIAS) signing joint partnership agreement between the two universities.
Highlights of Summer Trip to SIAS International University, Welcoming Ceremony

SIAS Band Leading Off Welcoming Ceremony for WCSU Delegation

WCSU’s President Schmotter with SIAS Founder Shawn Chen
President Schmotter with two SIAS students wearing WCSU shirts and hats given as gifts
SIAS International University – WCSU’s Sister University in China

Summer 2007 China Trip
Formally Establishing Joint Research Centers
Picture of members of joint research center and WCSU-SIAS student team members participating in spring 2007 collaboration, Summer 2007
Summer 2007 China Trip

The Joint Research Centers: WCSU & SIAS Personnel
Summer 2007 China Trip

Official Signing of Documents
Joining the Two Research Centers
WCSU Students Meeting SIAS Students

Members of the WCSU-SIAS Student Teams Participating in the Spring 2007 Student-Industry Collaboration, Where Student Teams Wrote Strategic Marketing Plans for Zhengzhou Yutong Bus Manufacturer
Visit to Our Client Company –
Zhengzhou Yutong Bus Manufacturer
Formal Presentation of Marketing Plans to Zhengzhou Yutong Executives by Student Team Members
Factory Tour of Zhengzhou Yutong Bus Manufacturer

Summer 2007 China Trip
Summer 2007 China Trip

Factory Tour of Zhengzhou Yutong Bus Manufacturer
Visit to Rebecca Hair Manufacturer:
Rebecca Hair Supplies approximately 75% of all wigs purchased in the US
Two of the Many Highlights of Summer 2007 Trip: The Great Wall and The Forbidden City